AMENDMENTS TO THE CLAIMS

The claims in this listing will replace all prior versions, and listings, of claims in the application:

LISTING OF THE CLAIMS

1. (Currently Amended)   A method for dynamically creating and delivering interactive personalized ~~multimedia~~ content in an electronic environment, comprising:

providing a narrative framework;

sequencing and editing the narrative framework, based upon a ~~user~~ profile <u>of a user</u>, to create a dynamically generated narrative;

modifying the dynamically generated narrative based upon a delivery context; and

rendering the modified narrative <u>for presentation to the user</u>.

2. (Original) The method of claim 1, further comprising updating the user profile based on a user interaction history.

3. (Original) The method of claim 1, in which the user profile is created by gathering data from the user, analyzing a history of the user, monitoring data related to the user, and detecting patterns and trends of the user.

4. (Original) The method of claim 1, in which the delivery context comprises a display area.

5. (Original) The method of claim 1, in which the delivery context comprises a network connection.

6. (Original) The method of claim 1, in which the narrative framework further comprises content elements, each content element comprising a plurality of types of representations having different media characteristics, facilitating modification based upon delivery context.

7. (Currently Amended) A method for generating a personalized ~~broadcast program~~ guide ~~that suggest~~ <u>for suggesting</u> programs to a user, the method comprising:

creating a standard program schedule based upon an initial time period;

obtaining a profile of the user<u>, the user profile based on at least a weighted set of interests of the user</u>;

selecting <u>at least one</u> suggested <u>program</u>~~programs~~ based upon the user profile and the standard program schedule;

resolving <u>at least one constraint</u>~~constraints~~ specified by display rules; and

displaying the <u>at least one</u> suggested <u>program</u>~~programs~~ in accordance with the <u>at least one</u> resolved <u>constraint</u>~~constraints~~.

8. (Original) The method of claim 7, further comprising periodically refining the user profile.

Claim 9 (Canceled).

10. (Original) A method for dynamically assembling content, comprising:

adapting the content to a user;

adapting the content based upon available content; and

adapting the content to a context at a delivery time.

11. (Original) The method of claim 10, in which the context comprises a display area.

12. (Original) The method of claim 10, in which the context comprises a network connection.

13. (Currently Amended) A computer readable medium ~~storing a program~~that stores a computer program, executable by a computer, for dynamically creating and delivering interactive personalized ~~multimedia~~ content ~~in an electronic environment~~, comprising:

a retrieving ~~source~~ code segment ~~that retrieves~~executable to retrieve a narrative framework;

an editing ~~source~~ code segment ~~that sequences~~executable to sequence and ~~edits~~edit the narrative framework, based upon a ~~user~~ profile of a user, to create a dynamically generated narrative;

a delivery context ~~source~~code segment ~~that modifies~~executable to modify the dynamically generated narrative based upon a delivery context; and

a rendering ~~source~~ code segment ~~that renders~~<u>executable to render</u> the modified narrative

<u>for presentation to the user</u>.

14. (Currently Amended) The medium of claim 13, further comprising a profile updating

~~source~~ code segment ~~that updates~~<u>executable to update</u> the user profile based on a user interaction

history.

15. (Currently Amended) The medium of claim 13, further comprising a profile creation

~~source~~ code segment ~~that creates~~<u>executable to create</u> the user profile by gathering data from the

user, analyzing a history of the user, monitoring data related to the user, and detecting patterns

and trends of the user.

16. (Original) The medium of claim 13, in which the delivery context comprises a

display area.

17. (Original) The medium of claim 13, in which the delivery context comprises a

network connection.

18. (Currently Amended) The medium of claim 13, in which the narrative framework

further comprises content elements, each content element comprising a plurality of types of

representations having different media characteristics, facilitating modification based upon <u>the</u>

delivery context.

19. (Currently Amended) A computer readable medium ~~storing a program~~that stores a computer program, executable by a computer, for generating a personalized ~~broadcast program~~ guide ~~that suggest~~ for suggesting programs to a user, the computer readable medium~~program~~ comprising:

a creation ~~source~~ code segment ~~that creates~~executable to create a standard program schedule based upon an initial time period;

a profile ~~source~~ code segment ~~that obtains~~executable to obtain a profile of the user, the user profile based on at least a weighted set of interests of the user;

a selecting ~~source~~ code segment ~~that selects~~executable to select suggested programs based upon the user profile and the standard program schedule;

a constraint ~~source~~ code segment ~~that resolves~~executable to resolve at least one constraint specified by at least one display rule; and

a display ~~source~~ code segment ~~that displays~~executable to display the suggested programs in accordance with the resolved constraint.

20. (Currently Amended) The medium of claim 19, further comprising a refining ~~source~~ code segment ~~that periodically refines~~executable to periodically refine the user profile.

Claim 21 (Canceled).

22. (Currently Amended) A computer readable medium ~~storing a program~~that stores a computer program, executable by a computer, for dynamically assembling content, the computer readable medium comprising:

a user ~~source~~ code segment ~~that adapts~~executable to adapt the content to a user;

a content ~~source~~ code segment ~~that adapts~~executable to adapt the content based upon available content; and

a delivery context ~~source~~ code segment ~~that adapts~~executable to adapt the content to a context at a delivery time.

23. (Original) The medium of claim 22, in which the context comprises a display area.

24. (Original) The medium of claim 22, in which the context comprises a network connection